

*Our retirement years change. We are healthier when we retire and we get older than previous generations.*

**HOW DO PEOPLE WISH TO LIVE** when they get old and start to need help? Most of the citizens want to live in their own house as long as possible. It is a question of quality of life and very important to keep the physical and mental health. The demographic challenge of Europe requires new ideas and solutions. It is necessary to develop elderly are and surrounding services.

**OLE II IS A PROJECT** for implementation of transnational findings from citizen dialogues in Our Life as Elderly, part 1. OLE II is set among eight municipalities in five different countries and The City of Luleå in Sweden is lead partner. The project works in close co-operation with staff, citizens, management and political levels in each region. The goal is to fulfil the future requirements, needs and wishes of our elderly.

### Objectives of OLE II

- ▶ To establish into day-to-day operations a number of changes, through new services and products, fully integrated in our regions organizations.
- ▶ To package these in a manner so that they can be distributed, multiplied, taught and used in other municipalities.
- ▶ To stimulate other regions to follow our joint initiative.



# OLE2

## OLE II

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OLE II focuses  
on four areas  
for new products  
and services.

## Competence Development and Staff Recruiting



There is a need for higher competence, both among existing staff as well as new, a dramatic increase in the need for additional staff to meet expected expansion and broadened areas of responsibilities. Better competence development is also expected to have a positive impact on the recruiting situation.

- Organize long-term general marketing of and PR for, careers in professions for care.
- Establish a function for strategic recruiting.
- Establish a function for proactive communication with long-term prospects in for instance the school and employment system.
- Establish a model for integrated and permanent staff development, The Competence Ladder.

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## Health and Social Services



Domestic health services need to change for the better of our citizens, their health status and their ability to reside in their own homes. A goal is to minimize hospitalisation, prevent accidents and make sure that elderly gets the help they need, when they need it.

- Establish a functional system for integrated and coordinated health care between respective providers in the care chain. For instance with planning tools and communication systems, new models and organizational changes.
- Establish system for safe medication to support the independence of elderly in their own homes for longer time while minimizing the risk of get too little or too much medication.

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## Networks



To have friends and to be a part of a social context is important for our quality of life. Our societies need to further develop meeting places where elderly people can meet without a formal invitation and where they can participate in activities of chosen interest. These meeting places can also be virtual.

- Current web application running in Luleå. Establish administration under new provider.
- IT based community, web based meeting platform for senior citizen with focus on transnational solutions.
- Establish model for physical and informal meeting places. Stimulate pensioners to organize activities like educational courses and voluntary activities with cross generation activities.

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## Housing and Services



There is a clear wish to stay in one's home as long as possible. There are a number of development areas that need attention. For instance more flexible housing, establish various providers for home service and minor health treatment. Also the need of social activities need attention, especially those generated among the elderly themselves.

- Establish property solution type "vintagehousing".
- Establish system for "self generated" activities for elderly by elderly.
- Establish system for property bank concerning adapted housing for senior citizen.

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